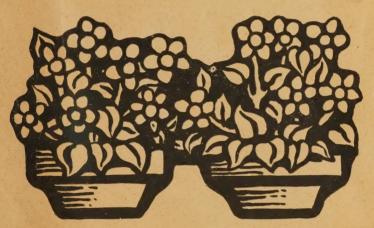
CHRISTMAS PICTVRE B O O &



JOHN WANAMAKER NEW YORK PHILADELPHIA PAR I AVERY CLASSICS AT 201 W18 1399

### The Store as a Place to See.

E really hope that every reader of this little booklet can get to New York some time before Christmas—just to see Wanamaker's in its full holiday life.

There are more things done here just for pleasure-giving than one finds at the brightest of fairs or in almost the best of expositions. Thousands of electric lights twinkle over the scene, and from the basement Fairy Land—as so many call the Toy Store—to the top of the dome, the store is one great mass of beauty. More than eleven acres of it.

On the fifth floor at all times we maintain an important Gallery of the Fine Arts, rich just now with paintings from the Paris Salons of the present year, besides scores of other fine modern works, including the great picture, "The End of the Siege of Saragossa."

If you have not received regularly the Spring and Fall Catalogues of the Wanamaker Store, just ask us RIGHT NOW to put your name on our mailing list. A postal card will bring the message. But write now, lest you forget.

## The Pictures in this Booklet.

THE Dry Goods Economist, a very important trade publication, had in view the issuing of a number that should serve its regular readers, while making a splendid hand-book of American retailing to be distributed at the Paris Exposition next spring.

Its publishers took many views in our New York store as showing in a marked degree the advanced position of American storekeeping. It is not all a sordid race for gold. The store is a school—a school of styles and of decorative art, in a broad way, but in a particular way it strives to make broad, healthy-minded men and women of its employees. Hence the school for the younger members of this little army, the reading-rooms and other comforts for all the helpers.

A boy may enter the ranks here and, by simply doing his duty, develop into a well-equipped business man. And, no matter how big he grows, the store always affords him elbow room.

One reason why we can sell really dependable goods cheaper than most stores is because our corps of helpers is intelligent, vigilant and capable of large and quick service. A good man or woman is worth twenty of the halting sort, and takes up least room.

We are glad to have had much to do with raising the standard of American retailing.



The Rotunda, showing elaborate decorations in connection with the city's recent reception to Admiral Dewey.

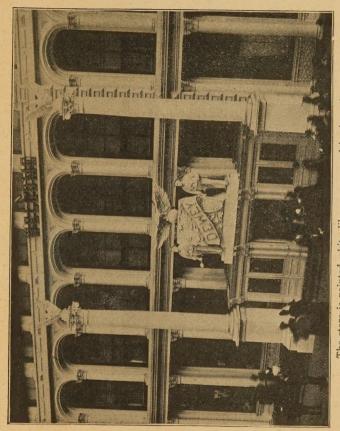
## A Book of Suggestions.

THIS is not a catalogue; even a more pretentious book, which is now being sent out, does not pretend to tell of all the things here. But you may have a copy of the Christmas catalogue by merely asking for it, if by any chance you were missed when the mailing was done.

This booklet is simply a friendly suggester. When wondering just what to give to any member of the family, or friend in or near the family circle, the lists we print in the following pages may give you a thought that will solve the riddle.

We give it with our very good wishes for A Merry Christmas to you, whether you get in to see the store's beauty or not. We shall expect you, though.

John Manamaker



The store is painted white, like a war vessel in time of peace. This view shows a recent decoration.

## Gifts for Wife, for Mother.

A long list here. For there cannot be too many beautiful ways to grace the Christmas happiness of her who makes every day graceful. Besides, this is a display of somewhat selfish gratitude-Mothers are the Wanamaker Store's best friends.

Gold Brooches, \$2.50 up. Diamond Brooches, \$7.50 up to \$415. Rings, diamond and combination, \$7.50 to \$175; Gold Watches, \$14 to \$75. Gold Hunting Case Watches, \$20 to \$50. Gold Hat Pins, \$2 to \$11.50. Gold Lorgnettes, \$24 up. Gold Lorgnette Chains, \$8.50. Chatelaines for Watches, \$3.50 up. Porcelain Miniatures made from Photographs, 50c to \$50. Fine Stationery, 50c to \$5. Lap Writing Desks, \$2 up. Gloves, Suède or Glacé, \$1.50 and \$1.85. Leather Shopping Bags, \$1.50 to \$5. Silk Shopping Bags, \$1 to \$3.75. Pocket-books, 75c up to \$5. Furs: Capes, \$25; Coats, \$45 to \$60; Seal Sacques, \$175 up. Embroidered Sofa Pillows. Embroidered Mouchoir Cases. Cutlery Sets, \$5.75.
Black Feather Boas, \$7.50 to \$35. Fancy Neckwear of all sorts. Black Liberty Silk Evening Capes, \$5 to \$30. Gold or Silver Thimbles

Clocks: Brass, Onyx, Bronze, Delft, Globe, Clocks in Leather Cases, heavy Old-Fashioned Models, delicate Gilt Clocks in new designs, Antique Clocks-all at comfortable prices.

Boudoir Slippers. Cut Glass: Table, Toilet and Buffet, in brand-new brilliant patterns, Ice Bowls, Cracker Jars, Punch Sets or Wine Sets, Mirror Stands, Flower Vases, ad infinitum. Bric-à-brac. Marbles, Bronzes, Fine Plates.

Jardinières, with or without plants. Table Covers, Velour or Tapestry, \$1.50

Manteland Piano Draperies, \$2,50 to \$25. Tapestry Panels, woven, 50c to \$75; painted, \$10 to \$75. Sewing Tables, French, with Spindle

legs, \$32.

Screens, \$1.85 to \$20. Parisian Novelty Screens, \$40 to \$160. Pudding Sets, Chop Sets, Ice Cream Sets, \$15 to \$25. Embroidery Scissors and Emeries.

Novelties in Bohemian Glass. Vases, \$1.50 to \$10. Crystal Candelabra, 75c to \$10.

Dinner Sets, Breakfast Sets, Luncheon and Tea Sets, Finest China. Table Sets of Sterling Silver and Heavy

Silver Bon-bon Spoons, filigree with gilt

bowls, \$1.25 to \$1.75. Silver Butter Dish, Rococo design, \$5; Tea Balls, \$2 to \$3.50; Tea Strainers,

\$1.25 to \$3.35. Silver Olive Spoons, \$1.60 to \$1.75; Sugar Tongs, \$1 to \$2.25. Condensed Milk Holders of heavy

plate, \$1 to \$3.50. Fine Linen for Table or Boudoir. Japanese Ivories; Beaded Portières. Bamboo Furniture, pretty and inex-

pensive; Real Phœnician Glass. Oriental Lanterns, Pillows, Hangings, Tabourets.

Tapanese Brasses and Porcelain. Books, Candy, Perfumes, Pictures. Eiderdown Robes, \$3 to \$13.50. Cashmere Wrappers, with lace or fancy

braid, \$5. Coffee Machines: Russian, \$3 to \$6; French, \$2.25 to \$6; Viennese, \$4 to

Fire Sets, Fenders, Fire Screens, Andirons, Coal Scuttles of Brass, Copper, and Wrought Iron.

Inlaid Hearth Brushes and Bellows. Handkerchiefs of Finest Silk or Linen.

Silver Hand.Mirrors, \$4.50.
Silver Hair Brushes, \$2 up. Cloth
Brushes, \$2.50; Bonnet Brushes, \$1;
Dressing Combs, 50c; Puff Boxes,
\$1.55; Cologne Bottles, Silver Deposit, \$2 up.

Shell Combs, Empire, \$1 up. Lamps.



Art Gallery—Fifth Floor.
A liberal collection of the works of foremost modern painters.

### The Christmas for Father.

Merry Christmas to the man who makes the wheels go round. Every fondest effort ought to strive to make his Yule-tide proud and happy. Just a few ways here— Wanamaker's overflows with these and others:

Umbrellas, all-silk, fancy handles, \$3 to \$20. Canes.

Handkerchiefs, all linen, initialed, hemstitched, 26c to \$1.

Cut Glass Punch Sets on Mirror Stands.

Solid Gold Watches, \$21.50 up.

Scarf Pins, \$1.50 up.

Gold Charms, \$4 up; Fobs, \$6 up.

Gold Match Boxes, \$21 to \$30.

Gold Studs, \$2 up.

Diamond Links, \$10 up.

Silver-Mounted Razor Strops.

Silver Rolling Blotters, 50c.

Silver Paper Cutters, 50c.

Silver Ink Stands, \$1.25. Oriental Smokers' Sets.

Shaving Mug, Sterling Silver, \$10; Plated, \$3.25.

Ebony, Olive or Foxwood Military Brushes, \$1 to \$6 a pair.

Sterling Silver Toilet Accessories.

Shaving Creams and Toilet Waters.

Books.

Desk Sets, \$1 to \$20.

Pocket-books and Bill Folds.

Loving Cups, Cut Glass Mounted in Silver, \$13.75; All Silver, \$25, \$45.

Plated Tankards, \$7, \$7.50.

Sets of Razors.

Desk Clocks.

Calendars.

Sealskin, Felt or Velour House Slippers.

Gold Cigar Cutters, \$3.75 up.

Gold Key Rings, \$6 up; with chains, \$24. Ash Trays.

Smokers' Tables, pyrographic (burntin) effects on wood, \$9.50, \$10, \$18.

Rutherford Study Chair, exclusively Wanamaker's. Chair with adjustable arm, study-desk, place for ink and writing materials, \$18.

Austrian Bronze Paper Weights, absolute novelties, \$1.50 to \$35.

Plate and Fifty Cards, \$1.

House Coats.

Mackintoshes.

Cuffs, Collars, Scarfs.

Newspaper Clipping Books.

Dressing Gowns.

Bath Robes.

Glove and Cravat Cases.

Gloves.

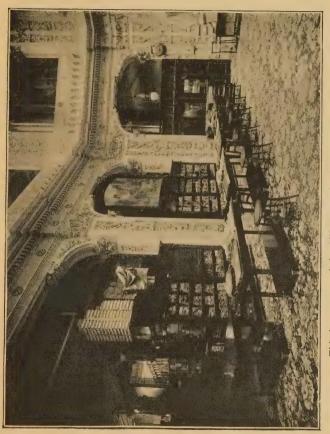


We bring many Decorative Articles from India, China, Japan and Turkey.

# The Babies' Jollification.

Nobody is too young to have a jolly good time at Christmas; and you yourself can't have a happier day than one with clucks and gurgles of innocent delight all through it. There's everything for Baby here. These to begin with:

Woolly Animals, Sheep, Rabbits, Cats, Dogs, Donkeys, 25c to \$10. Balls, Dolls, Rubber Dolls, 25c, 5oc, \$1. Musical Rattles, 10c, 15c, 25c. Pictures. Rattles and Teething Rings. Silver Cups, \$3.75 to \$12.25. Feeding Spoons, \$1 to \$2.25. Gold Rings, 75c up. Gold Bib Pins, \$1.75 a pair. Brushes, 75c each and upwards. Gold Lockets, \$2.50. Gold Neck Chains, 25c. Bootees, Worsted, roc to 75c; Silk, \$1 to \$1.65. Sacques, Worsted, 38c to \$2.50; Cashmere, 75c to \$5.50. Little Kimonas, short, \$1.50 to \$2.25; long, \$4.25. White Dresses, 50c to \$24. Carriages. Bibs, 3c to 75c; Handkerchief Bibs, 5oc to \$15. Woven Veils, 20c to 50c; Net Veils, 50c to \$3. Caps, 50c, to Real Lace at \$12. Tufted Spreads, Cheese-cloth, \$2.50; Silk, \$6. Long Cloaks, \$1.75 to \$40; Short Cloaks, \$2.50 to \$50. Mittens, 20c to \$1.35; Angora Mittens, \$1.15 to \$1.40. Knitted Leggins, \$1 to \$2. Pillow Cases, 35c to \$5. Fur Robes, \$3.75 to \$13.50. Spun Silk Socks, 50c a pair. Rattles, all kinds, from Rubber to Fine Metals. Music Boxes. Jumping Jacks.



This is a corner of the Silk Store-in the beautiful Rotunda. Elegantly fitted up.

# Fun for The Kindergarten Age.

Just when the little ones are "cutest," when minds and limbs and tongues are working every minute. This Christmas the gifts will make an impression. If they are chosen wisely, they lay, in the little minds, a foundation for good taste. Remember that.

Christmas Tree Decorations.

Skin-Covered Animals—farmyard and menagerie—50c to \$10.

Tops, Balls, Rifles, Swords, Guns, Blocks, Horses and Wagons, Drums, Sail Boats.

Lead Soldiers, Wooden Soldiers Soldier Suits.

Dolls, Dolls' Houses, Clothes and Trappings.

Punch-and-Judy Shows.

Forts.

Magnetic Toys.

Music Boxes.

Books.

Pictures.

Mother Goose Handkerchiefs, all of linen, three in a box, 25c.

Woolen Colored Dresses, \$1.85 to \$12.

Little Eiderdown Wrappers, \$1.65 to \$3.

Bonnets, \$1.75 to \$18.

Kilts for Boys: Woolen, \$3.25 up; Piqué, \$1.75 to \$2.65; Velvet, \$9.

Sailor Suits, \$3 to \$11.

Paint Boxes, 10c to \$5.

Fur Sets, all leading furs, \$1.50 up to \$20.

Kidskin Gloves, 2 years up, \$1, \$1.25, \$1.50; Dogskin Gloves or Mittens, kid and mocha lined, 50c to \$1.50. "Bright Eyes" Calendars.

Gold Rings, 75c up.

Gold Neck Chains, 25c.

Gold and Jewelled Pins.

Little 3-Piece Manicure Sets, sterling silver handles, 40c.

Small Bottles of Perfumery, in boxes or fancy baskets, 25c to \$1.50.

Baskets with Two Small Bottles and Cake of Soap, 25c.

China Powder Puff Boxes, 25c to \$5.

Silver Napkin Rings, 90c to \$2.

Silver Tea Spoons, 50c to \$1.25; Forks, \$1.25 to \$1.75; Knives, \$1.50. Complete Sets, \$3.50 to \$4.25.

Birthday Spoons, "Mascots," \$1; with Birth-stone, \$1.50.

Birds and Animals and Flower Dolls to be Filled with Candy, 25c to 75c; Baby Doll Candy Boxes, 50c up. All sorts of candy box novelties.

Chocolate Elephants, Cows, Liberty Bells, Dogs, Cats, Horses, Hats, Shoes, Pigs, Boars, Lobsters, Lions, Deer, Fish, Santa Claus, Lions in Cages, Babies on Swings, Champagne Bottles, Pistols, Alphabets, Ladders, Pretzels, Slippers, Pick-axes, Bottles, Scissors, Pipes, etc., 5c to \$1.50.

Nickel-in-the-Slot Chocolate Machines, like "real," 50c.

Juvenile Writing Paper, 25c to 75c.



The finest French Underwear is shown in this little store on the Second Floor.

## Christmas for Girls and Boys.

From Seven Years to Long Trousers and Frocks-down-to-the-Ankles. Just on the Borders of Wonderland, where realities and myths whirl in a joyous jumble, and the pride of being like Grown-Ups wrestles with the love of cuddling and believing in elves and fairies.

#### FOR BOYS,

Printing Presses, Trick Boxes, Games, Tool Chests.

Velocipedes, \$1.25 and up.

Go-Carts, Express Wagons, Patrols, Hook-and-Ladder Wagons, Buckboards.

Desks.

Nickel Watches, \$1.75 up.

Silver Watches, \$5 up.

Blackboards.

Bicycles, \$17.50 to \$22.50.

Artists' Materials.

Gold Links, \$3 up.

Canes, 50c to \$2.

Scrap Books, 25c to \$5.

Handkerchiefs, plain or with colored borders, 12½c to 50c.

Calendars, Books, Candies.

Pocket Knives, 75c up.

Silver Pencils, 50c up.

Chocolate Smokers' Materials.

Rubber Boots, the long kind, \$2.25 to \$4.50.

The "Wanamaker Special" Suit, \$5.

Sailor Suits, copies of those worn in U.S. Navy, \$10 to \$11.

Top Coats, \$4.50 to \$12.

Juvenile Stationery.

Neat Jewelry.

Gloves.

Mechanical Trains, Electric Toys and Batteries.

Sleds.
School Supplies.

### FOR GIRLS.

Silk Petticoats, varied colors, \$5; Moreen Petticoats, \$2.65.Bicycles, \$17.50 to \$22.50. Tricycles.

Dolls, Doll Trousseaux, Houses, Toilet Sets, Carriages, Kitchens, Bureaus, Arm Chairs, Desks.

Candies, Books, Pictures, Calendars.

Mackintoshes, \$3.75 up.

Separate Skirts.

Fur Sets, \$3.50 to \$30.

Umbrellas, 50c to \$5. Scrap Books, 25c to \$5.

Tuvenile Stationery, 25c to 75c.

Paint Royes

Paint Boxes.

Eiderdown Wrappers, \$2.25 to \$3.

Fancy Hat Pins, 15c up.

Pocket-books, plain or mounted, 25c to \$4.

Belts and Belt Clasps.

Handkerchiefs, embroidered, 12½c to 50c.

Music.

Music Rolls, bag or roll-up, 50c to \$5.

School Supplies.

Perfumery.

Silver Deposit Cologne Bottles.

Renaissance Lace Collars, \$4.50.

Silver Watches, with Chatelaine, \$5 to \$10; Gun Metal, \$5 to \$27.

Fancy Stick Pins, \$1 up.

Sterling Silver and Celluloid Toilet Sets. Sterling Silver Toilet Trinkets.

Felt Slippers, 85c to \$1.50.

Work Boxes, Fancy Garters, Silver Thimbles, Needle Books, Girlish Jewelry, Neckwear, Gloves, Ribbons.



A number of small rooms or salons have been provided, where fine costumes can be shown as they will appear in the drawing-room.

### Lads and Lassies.

But we call them "Youths and Misses," and take all the poetry out. Still worse, we accuse them of awkwardness and gawkiness, and moan over the impossibility of getting pretty things for them. An utterly groundless prejudice! Wanamaker's disproved it long ago, is disproving it every day. This list isn't a circumstance to the many pretty graceful things we offer all year round to this really graceful age:

LADS.

Bicycles. Cameras, Ca

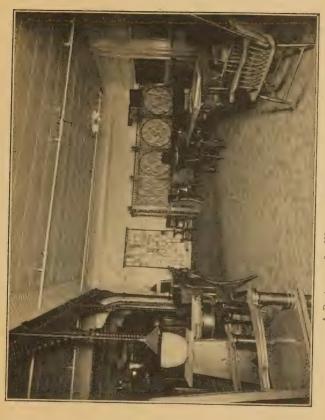
Scarf Pins, \$1.50 up.
Gold Links, \$3 up.
Gold Links, \$3 up.
Goun Metal Pocket Knives, \$6 up.
Books.
Military Brushes, sterling silver backs,
\$5 up.
Silver Penholders, 75c up.
Sterling Silver Toilet Articles.
Gold Fobs, \$6 up.
Gold Tie Clasps, \$1.50 up.
Leather Card Cases, \$1 to \$20; Fountain Pens, \$2.50 up.
Fine Suspenders.
Cuffs, Collars, Scarfs, Gloves.
Mackintoshes, Bath Robes.
Boxes for Cuffs and Collars.

#### LASSIES.

Bicycles, Cameras and Supplies. Umbrellas, Golf Supplies. Scarfs, embroidered pieces, and dainty boudoir trimmings. Candy. Dresden Tea Sets, \$7.50 to \$15. Plate, with 50 Calling Cards, \$1. Fine Stationery, 50c to \$5. Lap Writing Desks, \$2 up. Diaries for 1900. Desk, Imitation Mahogany or Golden Oak, polish finish, \$7. French Hat Pins, in brand-new styles, 15c to \$3. Fra Angelica Angel Pictures. Framed Platinotype Copies of Famous Small Pocket-books, plain or mounted, 25c up to \$4; Card Cases.

Opera Glasses. Novelty Opera Bags, \$2 to \$10. Sterling Silver Trinkets for desk or dresser.

Silver Toilet Sets. Gold Watches, \$14 to \$75. Rings, \$7.50 to \$175. Fancy Stick Pins, \$1 up. Gold Bracelets, \$6 up. Gold Thimbles, \$2.50 up. Gold Belt Buckles, \$16. Silver Bonnet Brushes. Atomizers, Perfumery. Books, Calendars. Shell Side Combs, \$1 a pair; Rhinestone, \$1 up. Silver Garter Buckles, \$2. Gilt Clocks, Veil Cases, Work Boxes. Fancy Neckwear of every pretty sort. Lace Scarfs, \$1 to \$1.50. Ruffs, \$1 to \$15. Mackintoshes, \$3.75 to \$12. Sets of Furs. Golf Capes, \$7.50 to \$12, double-faced. Silk Petticoats, \$5. Sheer All-Linen Handkerchiefs, 121/2 to \$1.



A Rest-room for Women Visiting the Store.

## Gifts for the Queen.

Big Sister, Friend or Sweetheart as it may be, here's Merry Christmas to the American Young Woman. Wanamaker's is a loyal realm to her; scarcely a corner that does not yield her tribute. These few beauties out of a storeful chance to suggest themselves:

Fans, 50c to \$80; an attractive lot of gauze conceits, \$1 to \$6. Gold Lorgnettes, \$24 up; Lorgnette Chains, \$8.50 up. Gold Watches, Chatelaine, \$14 to \$75. Gold Hunting Case Watches, \$20 to \$50. Solitaire Diamond Rings, \$10 up.
Rings, Diamond and Combination,
\$7.50 up. Fancy Stick Pins, \$1 up.
Cuff Pins, \$1.75 up.
Cold Hat Pins, \$2 to \$11.50.
Fancy French Novel Hat Pins in the Millinery Store, 15c to \$3.

Roman Bands and Tiaras, \$1.25 up.

Hair Decorations: Rhinestones, Tips,
Iridescent Lilies, Butterflies, \$2 to \$8.

Gold Lockets, \$2.50 up; Bracelets, \$6 up.

Gold Thimbles, \$2.50 up.

Gold Garter Buckles, \$7.50 up; Silver

Garter Buckles, \$2 up.

Gold Belt Buckles, \$16; Silver Belt Silver Hair Brushes, \$2 up; Cloth Brushes, \$2.50 up; Velvet Brushes, \$2 up; Bonnet Brushes, \$1; Dressing Combs, 50c; Silver Mirrors, \$4-50. Silver Deposit Cologne Bottles, \$2 up. Perfumery-Guerlain's famous prod ucts especially. Atomizers. Powder Puff Boxes, Silver, \$1.55. All sorts of Desk and Toilet Articles in Silver or in China. Shell Combs, \$1 up. Curling Iron Sets. Silver Vinaigrettes, \$1 up. Fur-Lined Opera Capes, \$45 up. Photograph Frames: Gilt, Leather, Embroidered, Painted. Calendars, Diaries for 1900. Books, Veil Cases. Embroidered Decorative Scarfs, Pin Cushions. Sofa Pillows, \$1.50 to \$22.75. Mackintoshes. Bohemian and Fancy Glass in new Moorish effects. Japanese Ivories. Fine Stationery, 50c to \$5.

Curios, Bric-à-Brac, Ornaments. White Enamel Tables, Desks, Cabinets, imported, \$8 to \$65. Screens. Renaissance Lace Centre Pieces, 75c. Hand-Drawn Doilies, 8oc dozen. Gibson Proof Pictures, in black frames, \$3. Pictures of every pretty sort. Feather Boas, \$7.50 to \$32. Fancy Neckwear, Collars, Jabots, Stocks, Bobs, Scarfs.

Lamps, decorated, \$3 to \$15. Novelties:

Japanese Porcelain or Bronze Vases, mounted with lamps, \$7.50 up; Brass, in classic design, \$15 up. Clocks, French Gilt especially. Fancy Garters, imported, 75c to \$6.50. Night Gowns in Fancy Boxes, \$1 to \$5. Evening Wraps, \$28 to \$125. Japanese Tête-à-Tête Sets and Bonbon Dishes. Silk Waists, \$5. Umbrellas, \$2.50 up. Silk Petticoats that rustle, \$5. Silk Stockings, \$1 to \$30. Birds' Cages, \$1 to \$4.50; Canaries \$1.65. Five O'Clock Tea Kettles, \$2.25 to \$15. Chafing Dishes, \$2.25 to \$18. Ribbon Girdle Corsets, satin ribbon, shaped, delicate colors, rosette finished, \$5.50. Fur Neck Scarfs, \$5 up; Muffs, \$2 up; Collarettes, \$7.50 up. Taffeta Scarfs, fringed, \$1.50 to \$3.75. Stamped Linen Piece with Embroidery Silks. Evening an ! Boudoir Slippers; may be changed if they don't fit. Candies in special Christmas boxes. Opera Glasses. Novelty Opera Bags, \$2 up to \$10. Purses with College Pennants. Fancy Purses, English Pigskin Purses, Card Cases. Belts, \$1.50 to \$12. Cameras and Supplies. Music, Musical Instruments. Real Kidskin Gloves, \$1, \$1.50, \$1.85.



This Women's Rest-room has a view, through big plate glass, of the electric light machinery in operation.

## For the Heir-Apparent.

Gifts for the Young Man at home, at college, in the world. Sensible gifts, beautiful gifts, gifts that will bring real pleasure. We emphasize that because they're hard to find. The frequent inappropriateness of the Young Man's Christmas presents is proverbial.

Canes, 50c to \$15, full lot all the way.
Gloves: Royale, \$1.50; Victoria, \$1.85;
also Fownes', Perrin's, Dent's, in
variety.

Slumber Robes, \$1 to \$5; in college colors, \$1.75.

Japanese Tobacco Jars, \$1.75.

Japanese Porcelain or Metal Smoking Sets.

Pure Silk Half Hose, \$2.75 to \$6. Umbrellas.

Handkerchiefs, All Linen, French, colored or initialed, \$1.

Bicycles and Sporting Goods.

Punching Bags and Exercisers.

Cameras and Supplies.

Music and Musical Instruments.

Books, Desk Calendars.

Safety Razors in Leather Cases, \$2 to \$8. Combination Razor Sets, \$7.50 and \$14.75.

Pocket Knives.

Shaving Brushes, Bone or Ebony Handles, 20c to \$2.50; Sterling Silver Handles, \$1 to \$2.50.

Shaving Mugs, Plated, \$3.25; Silver,

Military Hair Brushes.
Silver Desk and Toilet Articles.

Tourist Toilet Cases, \$1 to \$30.

Letter Cases, Bill Folds, Pocket-books, plain or mounted, 75c to \$15. College Pennants attached for \$1.50.

Sweaters.

Pewter Mugs, \$1.25 up.

Loving Cups, Cut Glass and Silver or All Silver.

House Coats, House Slippers.

Pictures of all sorts. "The Umatilla Indian Twins" in Leather or Imitaiton Leather Frames, \$1.25, \$2.

Sets of Individual Towels.

Cuff and Collar Boxes.

Desk Trinkets and Decorations: Silver, China, Leather, Russian Enamel or Austrian Bronze.

Morris Chairs, cushions included, \$7.50. Rutherford Study Chair, \$18.

Golf Score Books.

Sofa Pillows, Leather Pillows.

Gold Watches, \$21.50 up.

Tewelry.

Match Boxes: Silver, Gun Metal, Gold. Pipes, Pipe Racks.

Silk Mufflers, Full-Dress Shirt Protectors.

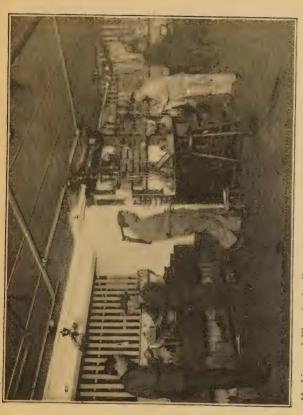
Suspenders.

Cuffs, Collars, Scarfs.

Bath Robes, Dressing Gowns.

Study Lamps.

Smokers' Tables, complete in every part, new burnt wood, \$9.50, \$10, \$18.



, Machine and Electric Appliance Repair Shop at John Wanamaker's, New York.

### Grandmother and Grandfather.

Make this Christmas as happy as those in The Long Ago. You never can—quite—of course. But you can make it another kind of just-as-happy. Don't miss an opportunity. A few hints here to help you:

Photograph Albums, new designs. Easy Chairs. Calendars, Books, Ribles

Miniatures from Photographs, 50c to

Plants, Jardinières, Cut Flowers.

Down Quilts: Sateen, \$3.75 to \$6; Silk, \$2 to \$10 a pair.

Pictures, Candy.

Hemstitched Embroidered Cases, \$1.75 a pair.

Unfinished Fine Huckaback Towels, fleur-de-lis patterns, 35c each.

#### FOR GRANDMOTHER.

Long Wraps, \$10 to \$90. Handkerchiefs, soft, all linen, 25c, 5oc. Fancy Lamps, Clocks. Gold Thimbles, \$2.50 up. Hunting Case Gold Watches, \$20 to \$50. Gold Brooches, \$2.50. Gold Lorgnettes, \$24 up; Chains, \$8.50. Toilet Articles, Silver or Porcelain,

Silver Bonnet Brushes, \$1. Perfumery, Toilet Waters, Sachets. Atomizers.

Emery Bags, Embroidery Scissors. Empire Shell Combs, \$1 up. Silver Salts Bottles, \$1 up.

Glove Mending Sets, Work Boxes.

Embroidered Sofa Pillows, Veil Cases. Mittens: Wool, 25c to 50c; Silk, 50c to \$1.50: Mocha and Kidskin, Wooland-Silk lined, \$1 to \$1.75.

Warm Underwear.

Fine Stationery, 50c to \$5.

Art Bric-à-Brac. French Spindle Sewing Tables, \$32.

Candlesticks of every sort. Fichus, Point d'Esprit, \$2.75 to \$12.

Spectacle Cases, 50c to \$2.

Boston Shopping Bags, 95c to \$10. Beaded Bags, \$8.50 to \$20.

Birds' Cages, \$1 to \$4.50. Birds, \$1.65.

#### FOR GRANDFATHER.

Handkerchiefs, old-fashioned tape border, 25c to 50c. Silk Mufflers, Umbrellas, Canes. Bath Robes, Dressing Sacques. Gold Watches, \$21.50 up.

Gold Pocket Knives, \$5.75 up. Gold Studs, \$2 a set up.

Toilet and Desk Articles, Silver or Porcelain.

Match Boxes. Silver Pencils, 50c up. Sofa Pillows, \$1.50 up. Glove and Cravat Cases.

Gloves.

Warm Underwear. Bronze Paper Weights. Smokers' Tables, \$9.50 up. Smokers' Sets, Ash Trays. Card Cases, Bill Folds, Pocket-books,

Spectacle Cases, 50c to \$2. Loving Cups, Tankards. Individual Dining Sets.

Individual Cup and Saucer. Shaving Mug: Brush.

Safety Razors in Leather Cases, \$2 to \$8. Shaving Soap and Toilet Waters.

Scarfs.



Recreation-room for the Saleswomen.

### The Real Christmas Gifts.

Gifts for those less fortunate than yourselves. More than the barest attempt at specification is impossible just here, but your good will to all can be as readily satisfied at Wanamaker's as the Christmas search for your own dear ones' pleasure.

#### EMPLOYEES.

Pocket-books, Aprons, All-made-up, Dresses, Gloves, Hat Pins, Trinkets, Jabots of Lace and Chiffon, Umbrellas, Handkerchiefs, Scarfs for Men and Women, Dress Materials, Shoes, Calendars, Jewelry, Books, Gloves, Hosiery, Underwear, Cuff Pins, Studs, Links, Perfumery, House Ornaments, Men's Ilats, Shoes, Shirts, Silk Mufflers, Ribbons, Candy, Neckwear, Silver Desk and Toilet Accessories, Stationery, Dictionaries, Muslin Underwear, Women's Trimmed Hats for \$5 to \$10, Moreen Petticoats, Ruffs, Reefer Jackets, Separate Skirts, Flannel Waists.

### THE POOR.

Give them useful things, of course, but some "just pretty" gifts, too—especially to the children. Toys, Books, Candy, Games, Warm Underwear, Made-up Clothing, Dress Goods, Muslin Underwear, Ribbons, Hosiery, Plants, Mittens, Shoes, Velocipedes, Tricycles, Sleds, Express Wagons, Dolls, Night Gowns—scores of things for the children. For the older people, sensible Housekeeping Articles from the basement, Blankets, Household Linens, Warm Dress Goods, Underwear, Hosiery. See the list we suggested for Employees.

### THE SICK.

Send some sunlight into darkened chambers. Calendars, Pictures, Books, Plants, Cut Flowers, pretty Bed Spreads and Down Quilts, Eiderdown and Cashmere Wrappers, Bedroom Slippers, Dressing Gowns, Toilet Articles, Perfumery, pretty Clocks, Bric-à-Brac, Silver Birthday Spoons, Night Gowns in Fancy Boxes, Individual Cups and Saucers, Dainty Doilies, Canary Birds, \$1.65; Cages, \$1 to \$4.50.



Reading-room for the Store Folks.

# The Adaptable Christmas Gifts.

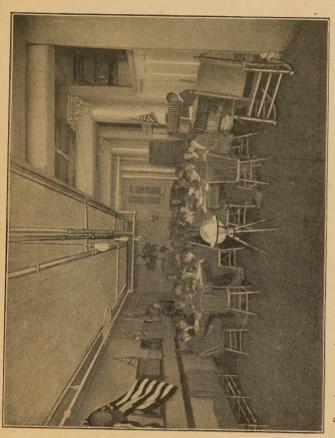
Books—a title that covers gifts for everybody. In all of Wanamaker's the Book Store stands pre-eminent as a Klondike of Christmas gifts. From baby's indestructible alphabet up to the Century Dictionary—Fiction, History, Science, Poetry, Essays, Travel, Nonsense, in standard covers or gala holiday guise. Any kind of good book that anybody likes.

If you're shopping leisurely and care about books you can have a good time just strolling around. For the Book Store is as much like a Library as a selling place. The volumes are arranged on shelves according to their subjects; you can find the group that interests you and revel in it. Better than many libraries, too, for here are the newest books as well as those established.

And if you're shopping in a hurry the classification saves your time.

Even if you can't come to New York at all, you can use our Library. Order any good book you wish—or tell us in general what kind of book you wish—and see how near to you the quick response will make our Book Store seem.





Boys in our employ are given School Facilities, and time to improve them. We give Certificates of Progress and the Store's Diploma on completion of course.

### Christmas All Year Round.

People often say of a pretty gift, "I shall think of the giver every time I look at it." Is there a neater way of expressing a wish to be remembered daily than by sending a Calendar with your Christmas parcel?

Beautiful Calendars here that will be kept in evidence whoever gets them. Thirty-eight styles are our own, designed and made for us. Frances Brundage, Mabel Humphrey, C. Klein, Pigott and Frances Walker are some of the artists' names upon them; and the lithographer was as good as the artists.

These and twenty-nine more, in heavy gold-printed envelopes, protected, ready for mailing:

35c; by mail 4rc, "Bright Eyes," Child studies; "Love's Greeting," Valentine designs.

30c; by mail 36c, "Sunshine," groups of children.

25c; by mail 30c, "Summer Roses," rose design, poetical quotations; "Children of the Year," exquisite child studies.

18c; by mail 20c, "Happy Hearts," four drop-hearts, strung on silk ribbon, children's figures in Watteau costumes, quotations; "Love's Offering," four drop-slat hearts, flowers and children.

25c; by mail 28c, "Floral Beauties," fan in seven pieces, women's heads and roses, richly embossed, quotations.

15c; by mail 17c, "The Children's Week," 7-piece fan, verses and children's heads.

10c: by mail 12c, "Merry Childhood," fan.

15c; by mail 19c, "Joyous Life," four-fold screen, child studies.

12c; by mail 14c, "Belles of the Year," four-fold screen, figures of beautiful young women, quotations.

### One Last Sweet Word.

Our Candy Store is like a great white box of Christmas Bon-bons. It will give you volumes of new ideas about holiday candy-giving. And the children must not miss seeing the Little Chocolate Corner, if you and they can get to the store.

Whether you can or not, here is some pleasant telling:

Assorted Chocolates, Chocolate-covered Marshmallows, Chocolate-covered Eclairs, Chocolate-covered Caramels—the kinds we sell regularly at 30c a pound—until Christmas, a pound for 20c. By express, prepaid, 38c a pound; 3 pounds. 90c; 5 pounds, \$1.35.

Pretty Fancy Box filled with about one pound of candy, by express, prepaid, 6oc.

Imported Glacé Fruits, juicy, wholesome, our 50c quality, a box of 5 pounds sent by express, prepaid, for \$1.85.





## WANAMAKER'S,

NEW YORK,

Looking from Broadway and Ninth Street.

IT OCCUPIES AN ENTIRE BLOCK.